



ThinkingRealEstate.ca

SELLER'S GUIDE



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THINK GREEN



Ryan Green

Ryan Green is a fourth generation real estate industry professional. His great-grandfather, Lipa Green, laid the early foundations in the Toronto rental housing industry, which was succeeded in part by Ryan's grandfather, Sam Green as a residential housing developer. Ryan's father Marlon Green, a real estate agent of 35+ years has provided Ryan with the mentorship to help him become knowledgeable, resourceful and trusted in his field. Ryan's goal is to maintain a trusting relationship with all of his clients through his knowledge of the market, his integrity and loyalty to his clients. If you have friends or family who need the services of a real estate agent, please have them call Ryan Green.

Marlon Green

Marlon Green has been a top real estate performer for over 35 years. There are few competitors that have been selling for as long and consistently as he has. His goal is to serve and maintain a trust and friendship with all of his clients through a strong knowledge of all aspects of the market, his integrity and loyalty to his clients, and through his solid work ethic.

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UNDERSTANDING THE MARKET

Price Right—Attract Buyers

Pricing your property competitively will generate the most activity from agents and buyers. Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

Definition of Market Value

Market Value is the highest price estimated in terms of money which a property will bring if exposed for sale on the open market allowing a reasonable time to find a purchaser who buys with the knowledge of all the uses to which it is adapted and for which it is capable of being used. Frequently it is referred to as the price at which a seller would sell and a willing buyer would pay, neither being under abnormal pressure.

Price Misconceptions

It is very important to price your property at competitive market value when we finalize the listing agreement.

Buyers and Sellers Determine Value

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area.



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IMPORTANT FACTORS OF SELLING YOUR HOME

How long does it take to sell a home?

There is no easy answer - some homes sell in a few days, others may take several months. Recognizing the key factors influencing a sale can give you significant control over market time.

The proper balance of these factors will expedite your sale:

LOCATION...

- Location is the single greatest factor affecting value.
- Neighbourhood desirability is fundamental to a properties fair market value

COMPETITION...

- Buyer's compare your property against competing properties
- Buyer's interpret value based on available properties

TIMING...

- The real estate market may reflect a seller's market or a buyer's market.
- The market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly

CONDITION...

- Property condition affects price and speed of a sale
- Optimizing physical appearances and advance preparation for marketing maximizes value

PRICE...

- If the property is not properly priced, a sale may be delayed or even prevented
- My comprehensive market study will assist you in determining the best possible price

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PRICING YOUR HOME

Price Right - Time on Market Works Against You

If you want to compete, be competitive.

- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



Price Ahead of the Market - Seller's Market

In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers. Time can cure some mistakes and make people look smart

Price competitively—The First 30 Days are Critical

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.

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MARKETABILITY OF A PROPERTY

Factors Beyond our Control:

- Physical Features of the Property
- Market Condition
- The Competition

Factors Within our Control:

- Listing Price and Terms Offered
- Condition of the Property, Inside and Out
- Promotional Strategy (including Ease of Showings)



**We will consider ALL of these factors in planning the successful sale of your property

MARKETING STRATEGY

Our proven marketing plan is designed to capture the maximum exposure to qualified buyers for your home in the shortest period of time, as outlined below:

PRICING

- Your home will be priced strategically so you're competitive with the current market and current price trends
- Some suggest that the price you choose to list with is 80% of the marketing

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STAGING

- You don't get a second chance to make a first impression
- Most buyers make decisions about the property they see within the first 15 seconds of entering the home
- To get top dollar for your home it must show to the ultimate
- Every home needs a detailed cleaning and de-cluttering
- Most homes would benefit by being staged by a professional
- Remember you decorate your home to live and stage to sell
- I can arrange the cleaning and staging services for you!
- I will help you stage your home to cast a positive light on the features most important to buyers:
- There is a reason why home builders have a model home with furniture and art
- Although your house is made with walls, a floor and a roof, you are selling a lifestyle and a dream

PHOTOGRAPHY AND VIRTUAL TOUR...

- Your home will be photographed by a professional photographer
- Your home will have it's own online virtual tour

MLS & REALTOR.CA...

- The complete listing details of your property will appear on the Toronto Real Estate Board's MLS system (available only to Board members)
- Your home will also appear on www.realtor.ca which is a public-access site managed by the Canadian Real Estate Association. All non-confidential information is available
- The MLS description is the most important advertisement written on your property. It needs to be written professionally, and with a great deal of care

FOR SALE SIGN...

- Large distinctive “For Sale” sign will be placed on your property promptly after the signing of the listing agreement

YOUR PROPERTY WEBSITE

- I will set up a highly professional website for your home using your property address as the URL. One will be unbranded for the use of the Toronto Real Estate Board. It will recognize the device you are using to access the website and format accordingly.

ONLINE & SOCIAL EXPOSURE...

- 90% of homebuyers start their home search on the internet
- When buyers go online, they want to see pictures. If there are no pictures it is bypassed
- We want to ensure that your property is presented to its best advantage
- As well as MLS, your home will be posted on the following sites:
 - www.thinkingrealestate.ca
 - www.foresthill.com
 - Facebook
 - Instagram
 - TikTok
 - Kijiji
 - YouTube
 - Twitter
 - Google
 - Craigslist
 - Pinterest
 - LinkedIn
 - Tumblr



OPEN HOUSES

- We will hold open houses with your consent and depending on Ontario Covid-19 rules.
- Open house notification will be advertised on the Toronto Real Estate MLS, Realtor.ca and Forest Hill websites seeking maximum exposure
- Open house signs will be posted in the area on the day of the open house with the set times

WEB RIDER...

www.123YourStreetName.com

BROCHURES...

- We will prepare professional custom brochures of your home, which will be available to potential buyers wither through open houses, showings, sign calls or email



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KEEPING YOU INFORMED...

- I will provide constant feedback to you after open houses and showings. If the marketplace changes, we will also discuss if a different strategy is needed to sell your home.
- You will be updated on a regular basis of any changes in market trends, any new listings that serve as direct competition, as well as sales in your price point during the currency of your listing.

NEGOTIATIONS

Offer time!

- I will review all documents with you.
- I will review all recent sales/listings with you.
- I will call all other Realtors that have recently shown your property.
- I will come to the negotiation table totally prepared.
- I will negotiate on your behalf. Our mutual goal is to get top dollar for your home!



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ACTION PLAN

TIME PLAN

**Within
24 Hours**

- Listing taken
- Property is loaded onto the internet

ACTION

- Carefully review all MLS documentation
- All photos placed on the MLS and all real estate websites including my own

**Within
48 Hours**

- Interior and exterior photos taken by a professional photographer
- Order a professional virtual tour
- Order a FOR SALE yard sign
- Create a custom website that is all about your property
- Lockbox is placed at your property (if applicable)
- Allows realtors easy access when showing your home to potential buyers

- Select and edit photos taken
- Place virtual tour on all real estate websites
- Approximately 30% of homes Sold because of For Sale signs
- We'll incorporate your website into our marketing media, giving buyers an easy way to learn about your property
- Allows realtors easy access when showing your home to potential buyers

**Within
72 Hours**

- Proof of highlight sheets emailed to you
- Prepare colour feature sheets for placement in your home

- Ensures accuracy of MLS information
- Professional property presentation for potential Buyers

**First
Weekend**

- Advertise and arrange a Public Open House
- Place directional signs in your neighbourhood (if applicable)

- The Buyers that we meet at the Open House may indeed buy your home
- Depending on your home location, some well-placed signs can help guide commuters to your property

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TIME PLAN

Weekly

- Provide regular updates on all new list-ing and sales in your area
- Probe agents for input and feedback from clients
- I will contact you with all updates and comments of all showings

ACTION

- Our goal here is to make sure your home remains competitive with other homes on the market in your neighbourhood
- Gives objective opinion of your property
- Helps us determine how our list price compares if any corrections needed in our marketing strategy

When offers are received

- Presentation and review of all offers with you

- Vigorous representation to achieve optimal terms and top dollar for your property

Post Sale

- Timely distribution of documents to all parties to transaction

- Co-ordination of information between buyer, sellers and legal representative up to and after closing



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CMA

(Comparative Market Analysis)

Comparable sales most closely resemble your home, in size shapes and condition (the age, number of bedrooms and bathrooms, and of course it's location)

What is a CMA Report?

- CMA is a pricing tool, which is based on most current information
- Very helpful for both Buyer's and Seller's in determining accurate price range of the property listed

The report contains the following data:

Active listings:

homes currently for sale in the market. These listings are your competition for potential buyers

Sold Listings:

homes that have closed within the last 3-6 months

Terminated Listings:

homes that were taken off the market for different reasons, but mostly because the prices were over market value

A CMA is widely used by Realtors, Chartered Appraisers and Mortgage Lenders. This is critical information that you must have before you put your home For Sale.

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PREPARING TO SELL YOUR HOME

Uncluttering

Outside:

- Lawn and Garden: fertilize, mow, trim; re-sod/reseed any bare spots; remove lawn ornaments
- Walks, steps and driveways: clear away all items; remove weeds
- Pet areas: Thoroughly pick up all debris
- Extra vehicles: remove from curb view
- Decks, patios and backyards: remove excess ornaments and furniture
- _____
- _____
- _____
- _____

Inside:

Closets:

- Remove and pack/store extra items
- Clean or paint interior
- Organize linen and group like clothing
- Remove and pack or store extra sporting equipment
- _____
- _____
- _____
- _____

Kitchen:

- Clear counters; put away appliances, accessories, etc.
- Remove and pack/store extra dishes
- Consolidate extra food items
- Remove notes, photos, magnets from refrigerator
- Organize silverware, utensils and “junk” drawers
- Clean or paint under the sink/organize and consolidate items
- _____
- _____

Bathroom vanities, medicine cabinets:

- Remove, pack, store and organize extra items
- Remove stained or torn drawer and shelf liners
- _____
- _____

Living areas:

- Remove papers and magazines from tables
- Remove extra furniture; arrange openness
- Remove extra or unhealthy plants
- Bookshelves: remove, pack, store and organize extra items
- Collections: pack and store
- Children’s play areas: pack, store and organize extra toys or games
- Tool, shop and laundry areas: remove, store and organize extra items
- Garage: organize tools and gardening equipment; remove extra items
- _____
- _____

Cleaning:

Outside:

- Windows: clean to shine
- Walks, steps and driveways: sweep and remove stains
- Siding, brick or stucco: hose off; use restoring product on vinyl or aluminum siding
- Gutters/eavestrough and downspouts: hose out debris
- Decks, patios and backyards: use a deck cleaner; hose off patios, wipe down lawn furniture, grills/barbeques and pool equipment
- _____
- _____

Inside

- Floors: remove old wax; scrub and wax to shine
- Carpet: clean thoroughly, consider professional service
- Walls: remove fingerprints, marks and cobwebs
- Woodwork: clean and then polish with a wood protector
- Draperies and curtains: launder or dry clean
- Lighting Fixtures: clean and polish, wash or replace bulbs
- Windows, mirrors, glass cabinets: clean to a shine
- Doorknobs, handles and pulls: clean and then polish with a wood protector
- Pet areas: clean thoroughly and deodorize
- Odors: scrub all hard surfaces; use an odor neutralizer on upholstery, carpeting and draperies
- _____
- _____

Kitchen:

- Clean and polish cupboards - inside and out
- Remove stains and mold from sinks, tubs and showers; clean grout
- Clean appliances thoroughly - inside and out
- Polish and clean sinks: remove stains
- Clean and deodorize garbage areas; use a garbage disposal freshner
- _____
- _____

Bathrooms:

- Clean and polish vanities - inside and out
- Remove stains and mold from sinks, tubs and showers; clean grout
- polish mirrors and chrome to a shine
- _____
- _____

Basement, Garage & Attic:

- Sweep or vacuum floors and ceilings
- Wash furnace, water heater, washer and dryer and other equipment
- _____
- _____

Repairing:

Outside:

- Doors and windows: repair screens, glass and door hardware, lubricate hinges

- Siding: repair, replace or paint as needed
- Gutters/eavestrough and downspouts: repair or replace as needed
- Fences: repair, replace or paint as needed
- Doorbells: make sure they work properly
- _____
- _____

Interior:

- Plumbing: repair leaks and make all repairs
- Mechanical systems: have inspected and certified
- Appliances: check bulbs; replace broken parts
- Walls and ceilings: patch cracks, paint as needed
- Windows: replace cracked panes, re-caulk as needed
- Grout and caulking: patch or replace as needed
- Hinges and knobs: tighten or replace as needed
- Flooring: repair or replace as needed
- Light fixtures: repair or replace as needed
- Switch plates and outlet covers: repair cracked or mismatched plates
- _____
- _____

Outside

- Siding and trim: touch up or paint if needed
- Lawn areas: remove any bold decorations
- _____
- _____

Inside:

- Floors: replace worn or dated vinyl or carpeting
- Artwork: remove distracting or bold posters and art
- Family photos and collections: remove extensive displays
- Basement: paint floors and walls
- _____
- _____

Walls:

- Remove dated wall paper
- Paint a warm, neutral colour; avoid cold whites
- Use the same colour in rooms that flow together
- Choose a warmer, neutral colour for bathrooms
- Polish paneling or, if dated, remove or paint
- _____
- _____

Showcasing

Curb Appeal: choose ideas that add elegance

- Keep lawn mowed, shrubs trimmed, and gardens weeded
- Set a potted shrub or topiary tree with annuals on steps or flank the door with matching pots;
- Add new house numbers and a cushioned doormat
- Polish or paint the door
- Replace or paint the mailbox
- _____

Entryway: Greet buyers with style and grace

- Showcase a unique piece of furniture or artwork
- Add a mirror to brighten the entry
- Add drama with fresh flowers or a blooming plant
- Add warmth and texture with an area rug
- Add a dramatic new lighting fixture
- _____
- _____

Kitchen: Showcase the heart of the home

- Open a colourful cookbook on a stand
- Add a new throw rug
- Fill a decorative serving bowl with fresh fruit
- Add a blooming plant where it can catch the sunlight
- Replace worn curtains with mini blinds or valance
- Paint worn or dated cabinets and add new hardware
- _____
- _____

Bathrooms: Create a luxurious, relaxing feeling

- Use plush new towels and rugs to soften hard surfaces
- Tri-fold towels and hange in layers on towel bars
- Stack guest or hand towels neatly on a vanity
- Add new fabric shower curtain
- Highlight tubs or vanities with colourful bath oils and salts
- Use a new bar of unscented guest soap for showings
- _____

Bedrooms: Convey privacy and comfort

- Roll back a plush comforter to show layers of blankets
- Add curtains or valances to rooms without them
- Add artwork for elegance
- Stack a few books on a nightstand
- Arrange toys in children's rooms to show a quiet play place
- _____
- _____

Living, Family and Dining Rooms: Suggest comfortable family times and entertaining

- Drape an afghan over a chair or sofa to suggest relaxation
- Add decorative pillows to sofas and chairs
- Add fresh flowers to a coffee table
- Add art pieces to a bookcase to suggest multiple uses
- Dining Rooms:
- Add a bouquet of fresh flowers
- Display a serving piece or candles on the table
- _____
- _____

Backyards, Decks and Patios: Suggest leisure activities .

- Arrange the barbeque grill and lawn furniture to suggest an outdoor meal
- Set out a lawn game
- Group colourful pots of annuals on a deck or patio
- _____
- _____

Viewings and Open House

Exterior:

- Pick up lawn tools and toys
- Pick up after pets
- Remove obstructions from curb view
- Clear driveways and walk areas
- _____
- _____

Interior:

- Do a once-over cleaning:
- Vacuum, sweep and dust
- Empty wastebaskets, pick up dirty clothes
- Put away personal care items in bathrooms
- Clean all sinks and faucets with glass cleaner
- Make sure rugs are clean and straight
- Freshen carpets, draperies and upholstery with an odor neutralizer
- Clean pet areas and remove pets, beds and toys
- Open shades and drapes
- Set a comfortable temperature
- Turn on all the lights
- Open windows to freshen rooms
- Arrange fresh flowers in key areas
- Play soft music and turn off the television
- Turn off all work sounds (dishwashers, washers, dryers, etc.)
- Final check every room
- _____

MOVING TIPS



Self-Moving

- The two essential ingredients of a successful move are manpower and hauling capacity
- Calculate whether moving yourself actually makes economic sense. Add up all moving costs including boxes, packing material, gas, meals, truck rental and insurance. Compare it against a quote from a professional moving company.
- For questions to ask yourself:
 1. Do I have time to pack and move all my goods?
 2. Am I physically capable of moving heavy pieces?
 3. Do I know enough people who can and are willing to help me move?
 4. Can I drive a rental truck? If not, who can?

If you do rent a truck, it's better to rent a larger one than you think you'll need. Otherwise, you will have to make more than one trip.

Choosing a Professional Mover

- Ask family and friends for recommendations
 - If in doubt, check with the Better Business Bureau
 - Determine the size, distance and timing of your move
- Choose between a “self service” move (you pack and unpack) or a “full service” move (the moving company packs and unpacks)
- Obtain written cost estimate
 - Review insurance coverage. There are three types:
 1. Standard coverage
 2. Assessed value coverage
 3. Full replacement coverage



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IMPORTANT CHECKLIST ITEMS



Notify this list of businesses about your move:

- Electric power company
- Water company
- Natural gas supplier
- Local telephone company
- Television company
- Stock broker
- Investment advisor
- Insurer
- Credit card companies
- Banks
- Magazine subscriptions and book clubs
- Religious organizations
- Sports club
- Arrange the timing of the shut-off and start-up of utilities so that you will be sure not to be without electricity, water, gas or phone service. Give yourself one or two days on both ends to compensate for potential delays.
- Send out address change notice to friends and family

Common things people forget to do:

- Get copies of medical, dental, immunization, school and veterinarian records
- Pick up dry cleaning
- New address (keep handy at all times)
- Cleaning supplies for cleaning after movers have loaded everything
- Garage door opener (remember to leave it behind)
- Keys (gather up all house keys and leave for new home owner)

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LONG DISTANCE MOVE CHECKLIST

1. Open new bank accounts - transfer funds and anything you have in your safety deposit box
2. Healthcare - take the time to choose new health professionals. Research the internet for doctors, dentists, specialists and hospitals. Ask new friends and working colleagues for recommendations
3. Prescriptions - be sure to get a couple of months worth of prescriptions from your doctor before moving
4. Medical Records - get copies of doctor's records and case records and have them forwarded to your new doctor.
5. Insurance - check all of you insurance policies to ensure that coverage will continue in your new area. If not, ask your insurance agent for a recommendation
6. Memberships - formally resign or transfer memberships from any local organizations or associations
7. School records - ask the school to make a copy for you to take with you
8. Borrowed items - return library books, rental videos or other items you may have borrowed from friends or neighbours
9. Trip to new home - pack a first aid box and a food and beverage "care package" for the trip to your new home

MOVING WITH KIDS

- Provide children with as much information as possible about the move and allow the to participate in decision-making discussions
- Familiarize the children with the new area using maps, photographs and related internet sites. Talk about the positive aspects of their new home, school and neighbourhood. Encourage questions and invite children to talk about their worries
- For young children, make the move an adventure. Encourage them to pack their own things, leaving favorite toys until the end
- Resist the temptation to send children away during the move unless they are very young. Participating will help them adjust more easily to their new surroundings
- For older children who are leaving friends, sports teams and their school, emphasize how easy it is to keep in touch through email and telephone
- After the move, participate with the kids in local religious events, Scouts and Girl Guides and com-munity sports teams.

MOVING WITH PETS

Moving can be stressful for people, just imagine how anxious it can make your pets. They can easily get stressed out when there's unexpected activity in their home or when they're introduced to a new environment.

- Prepare an easily-accessible 'overnight kit' that has enough dog food, kitty litter, toys and grooming tools to sustain your pet and keep them comfortable during the first few days of unpacking.
- If you're moving out of the area, inform your vet so you can take records and any prescription medications with you
- During the actual move, pets should be securely confine or out of the home to avoid anxiety, injury or escape. Make sure you check in on them regularly, and try to feed or walk them at the time you usually would; having some sense of routine in the midst of all the changes will help a lot
- Take the pet to the new house in your own vehicle. Cats and small dogs can be put in a carrier in the back seat, which can be secured with a seat belt. A bigger dog can be moved in a kennel in the back of the car; you may need to put seats down if possible. Some animals feel more comfortable if you throw a blanket over their carrier during the car ride so they can't see the environment changing outside
- Be careful when transporting the animal to your new neighbourhood because if they get out they can easily get lost. Once they're in the car, it's important to not open the kennel until the pet is in the new home, even if the pet is usually well-behaved. Give them a few days in the new home to adjust.
- Move the house before you move the pet. Set up as much as you can, even just in a room, before you introduce the animal to the new home. Confine them to a section of the house while they slowly adjust to their surroundings. Give your pet lots of attention and introduce familiar objects like toys or blankets as soon as possible. Make them feel as at home as you do.
- After you move, make sure you update their tags or microchip information to the new address and phone number.

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VIEW OUR CURRENT LISTINGS,
PAST SALES AND
CUSTOMER TESTIMONIALS AT:

ThinkingRealEstate.ca

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Not intended to solicit buyers or sellers currently under contract.